



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P O Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

NOTICE OF ALLOWANCE AND FEE(S) DUE

35554

7590

07/27/2010

REENA KUYPER, ESQ.
BYARD NILSSON, ESQ.
9229 SUNSET BOULEVARD
SUITE 630
LOS ANGELES, CA 90069

EXAMINER

WOO, STELLA L

ART UNIT

PAPER NUMBER

2614

DATE MAILED: 07/27/2010

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/371,212

08/10/1999

RONALD A. KATZ

6046-101N6

8956

TITLE OF INVENTION: METHOD FOR BUYER-SELLER-ON-LINE COMMERCE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	10/27/2010

THE APPLICATION IDENTIFIED ABOVE HAS BEEN EXAMINED AND IS ALLOWED FOR ISSUANCE AS A PATENT. PROSECUTION ON THE MERITS IS CLOSED. THIS NOTICE OF ALLOWANCE IS NOT A GRANT OF PATENT RIGHTS. THIS APPLICATION IS SUBJECT TO WITHDRAWAL FROM ISSUE AT THE INITIATIVE OF THE OFFICE OR UPON PETITION BY THE APPLICANT. SEE 37 CFR 1.313 AND MPEP 1308.

THE ISSUE FEE AND PUBLICATION FEE (IF REQUIRED) MUST BE PAID WITHIN THREE MONTHS FROM THE MAILING DATE OF THIS NOTICE OR THIS APPLICATION SHALL BE REGARDED AS ABANDONED. THIS STATUTORY PERIOD CANNOT BE EXTENDED. SEE 35 U.S.C. 151. THE ISSUE FEE DUE INDICATED ABOVE DOES NOT REFLECT A CREDIT FOR ANY PREVIOUSLY PAID ISSUE FEE IN THIS APPLICATION. IF AN ISSUE FEE HAS PREVIOUSLY BEEN PAID IN THIS APPLICATION (AS SHOWN ABOVE), THE RETURN OF PART B OF THIS FORM WILL BE CONSIDERED A REQUEST TO REAPPLY THE PREVIOUSLY PAID ISSUE FEE TOWARD THE ISSUE FEE NOW DUE.

HOW TO REPLY TO THIS NOTICE:

I. Review the SMALL ENTITY status shown above.

If the SMALL ENTITY is shown as YES, verify your current SMALL ENTITY status:

A. If the status is the same, pay the TOTAL FEE(S) DUE shown above.

B. If the status above is to be removed, check box 5b on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and twice the amount of the ISSUE FEE shown above, or

If the SMALL ENTITY is shown as NO:

A. Pay TOTAL FEE(S) DUE shown above, or

B. If applicant claimed SMALL ENTITY status before, or is now claiming SMALL ENTITY status, check box 5a on Part B - Fee(s) Transmittal and pay the PUBLICATION FEE (if required) and 1/2 the ISSUE FEE shown above.

II. PART B - FEE(S) TRANSMITTAL, or its equivalent, must be completed and returned to the United States Patent and Trademark Office (USPTO) with your ISSUE FEE and PUBLICATION FEE (if required). If you are charging the fee(s) to your deposit account, section "4b" of Part B - Fee(s) Transmittal should be completed and an extra copy of the form should be submitted. If an equivalent of Part B is filed, a request to reapply a previously paid issue fee must be clearly made, and delays in processing may occur due to the difficulty in recognizing the paper as an equivalent of Part B.

III. All communications regarding this application must give the application number. Please direct all communications prior to issuance to Mail Stop ISSUE FEE unless advised to the contrary.

IMPORTANT REMINDER: Utility patents issuing on applications filed on or after Dec. 12, 1980 may require payment of maintenance fees. It is patentee's responsibility to ensure timely payment of maintenance fees when due.

PART B - FEE(S) TRANSMITTAL

Complete and send this form, together with applicable fee(s), to: Mail

**Mail Stop ISSUE FEE
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450
or Fax (571)-273-2885**

INSTRUCTIONS: This form should be used for transmitting the ISSUE FEE and PUBLICATION FEE (if required). Blocks 1 through 5 should be completed where appropriate. All further correspondence including the Patent, advance orders and notification of maintenance fees will be mailed to the current correspondence address as indicated unless corrected below or directed otherwise in Block 1, by (a) specifying a new correspondence address; and/or (b) indicating a separate "FEE ADDRESS" for maintenance fee notifications.

CURRENT CORRESPONDENCE ADDRESS (Note: Use Block 1 for any change of address)

Note: A certificate of mailing can only be used for domestic mailings of the Fee(s) Transmittal. This certificate cannot be used for any other accompanying papers. Each additional paper, such as an assignment or formal drawing, must have its own certificate of mailing or transmission.

35554 7590 07/27/2010

REENA KUYPER, ESQ.
BYARD NILSSON, ESQ.
9229 SUNSET BOULEVARD
SUITE 630
LOS ANGELES, CA 90069

Certificate of Mailing or Transmission

I hereby certify that this Fee(s) Transmittal is being deposited with the United States Postal Service with sufficient postage for first class mail in an envelope addressed to the Mail Stop ISSUE-FEE address above, or being facsimile transmitted to the USPTO (571) 273-2885, on the date indicated below.

(Depositor's name)
(Signature)
(Date)

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/371,212	08/10/1999	RONALD A. KATZ	6046-101N6	8956

TITLE OF INVENTION: METHOD FOR BUYER-SELLER-ON-LINE COMMERCE

APPLN. TYPE	SMALL ENTITY	ISSUE FEE DUE	PUBLICATION FEE DUE	PREV. PAID ISSUE FEE	TOTAL FEE(S) DUE	DATE DUE
nonprovisional	YES	\$755	\$300	\$0	\$1055	10/27/2010

EXAMINER	ART UNIT	CLASS-SUBCLASS
WOO, STELLA L.	2614	379-093120

1. Change of correspondence address or indication of "Fee Address" (37 CFR 1.363).

☐ Change of correspondence address (or Change of Correspondence Address form PTO/SB/122) attached.

☐ "Fee Address" indication (or "Fee Address" Indication form PTO/SB/47; Rev 03-02 or more recent) attached. Use of a **Customer Number is required.**

2. For printing on the patent front page, list

(1) the names of up to 3 registered patent attorneys or agents OR, alternatively,

1

(2) the name of a single firm (having as a member a registered attorney or agent) and the names of up to 2 registered patent attorneys or agents. If no name is listed, no name will be printed.

2

3

3. ASSIGNEE NAME AND RESIDENCE DATA TO BE PRINTED ON THE PATENT (print or type)

PLEASE NOTE: Unless an assignee is identified below, no assignee data will appear on the patent. If an assignee is identified below, the document has been filed for recordation as set forth in 37 CFR 3.11. Completion of this form is NOT a substitute for filing an assignment.

(A) NAME OF ASSIGNEE

(B) RESIDENCE: (CITY AND STATE OR COUNTRY)

Please check the appropriate assignee category or categories (will not be printed on the patent): ☐ Individual ☐ Corporation or other private group entity ☐ Government

4a. The following fee(s) are submitted:

- ☐ Issue Fee
☐ Publication Fee (No small entity discount permitted)
☐ Advance Order - # of Copies _____

4b. Payment of Fee(s): (Please first reapply any previously paid issue fee shown above)

- ☐ A check is enclosed.
☐ Payment by credit card. Form PTO-2038 is attached.
☐ The Director is hereby authorized to charge the required fee(s), any deficiency, or credit any overpayment, to Deposit Account Number _____ (enclose an extra copy of this form).

5. **Change in Entity Status** (from status indicated above)

☐ a. Applicant claims SMALL ENTITY status. See 37 CFR 1.27.

☐ b. Applicant is no longer claiming SMALL ENTITY status. See 37 CFR 1.27(g)(2).

NOTE: The Issue Fee and Publication Fee (if required) will not be accepted from anyone other than the applicant; a registered attorney or agent; or the assignee or other party in interest as shown by the records of the United States Patent and Trademark Office.

Authorized Signature _____ Date _____

Typed or printed name _____ Registration No. _____

This collection of information is required by 37 CFR 1.311. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, Virginia 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.

Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB control number.



UNITED STATES PATENT AND TRADEMARK OFFICE

UNITED STATES DEPARTMENT OF COMMERCE
United States Patent and Trademark Office
Address: COMMISSIONER FOR PATENTS
P O Box 1450
Alexandria, Virginia 22313-1450
www.uspto.gov

APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
-----------------	-------------	----------------------	---------------------	------------------

09/371,212

08/10/1999

RONALD A. KATZ

6046-101N6

8956

35554

7590

07/27/2010

REENA KUYPER, ESQ.
BYARD NILSSON, ESQ.
9229 SUNSET BOULEVARD
SUITE 630
LOS ANGELES, CA 90069

EXAMINER

WOO, STELLA L.

ART UNIT

PAPER NUMBER

2614

DATE MAILED: 07/27/2010

Determination of Patent Term Adjustment under 35 U.S.C. 154 (b) (application filed on or after May 29, 2000)

The Patent Term Adjustment to date is 0 day(s). If the issue fee is paid on the date that is three months after the mailing date of this notice and the patent issues on the Tuesday before the date that is 28 weeks (six and a half months) after the mailing date of this notice, the Patent Term Adjustment will be 0 day(s).

If a Continued Prosecution Application (CPA) was filed in the above-identified application, the filing date that determines Patent Term Adjustment is the filing date of the most recent CPA.

Applicant will be able to obtain more detailed information by accessing the Patent Application Information Retrieval (PAIR) WEB site (<http://pair.uspto.gov>).

Any questions regarding the Patent Term Extension or Adjustment determination should be directed to the Office of Patent Legal Administration at (571)-272-7702. Questions relating to issue and publication fee payments should be directed to the Customer Service Center of the Office of Patent Publication at 1-(888)-786-0101 or (571)-272-4200.

Notice of Allowability**Application No.**

09/371,212

Examiner

Stella L. Woo

Applicant(s)

KATZ, RONALD A.

Art Unit

2614

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERIT IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to Interview on July 13, 2010.
2. ☒ The allowed claim(s) is/are 51-111.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some* c) ☐ None of the:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.

THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
(a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
(b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.
- Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

1. ☐ Notice of References Cited (PTO-892)
2. ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3. ☒ Information Disclosure Statements (PTO/SB/08),
Paper No./Mail Date 7/13/2010
4. ☐ Examiner's Comment Regarding Requirement for Deposit of Biological Material
5. ☐ Notice of Informal Patent Application
6. ☐ Interview Summary (PTO-413),
Paper No./Mail Date _____
7. ☒ Examiner's Amendment/Comment
8. ☐ Examiner's Statement of Reasons for Allowance
9. ☐ Other _____.

/Stella L. Woo/
Primary Examiner, Art Unit 2614

EXAMINER'S AMENDMENT

1. An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Reena Kuyper on July 13, 2010.

The application has been amended as follows:

1-50. (Canceled)

51. (Currently Amended) A method of ~~using a traffic control system via a computer terminal for communication~~ for the purpose of making sales-related transactions, involving a buyer terminal and at least one vendor site ~~for the purpose of making sales-related transactions~~, the method accomplished utilizing one or more multiple, coordinated control systems, the method including comprising the steps of:

establishing electronic communication from a buyer terminal to receive a buyer request via the ~~traffic~~ one or more multiple, coordinated control system systems, the buyer request indicating a transaction including relating to a good or service and a specified maximum purchase price that the buyer is willing to pay for the particular good or service, the buyer request provided at some points

during ~~an initial phase of the communication for a particular good or service that the buyer is willing to pay;~~

establishing electronic communication with at least one vendor ~~site~~ to transmit the buyer request whereby an interested vendor receiving the buyer request may respond with specific video data ~~relating to~~ for the transaction relating to the particular good or service, the transaction, the specific video data selected by the vendor and provided at the buyer terminal under control of the one or more multiple, coordinated control systems;

making a record regarding the transaction for the particular good or service ~~for billing purposes~~ and utilizing data that identifies the buyer wherein the data includes a check digit;

qualifying the buyer for ~~access to the traffic~~ at least certain communication via control of the one or more control system systems based at least in part on verification of the check digit, for before directing at least certain communications between from the buyer and the vendor relating to the transaction relating to the good or service ~~transactions at least in part based on the check digit;~~ and

providing an electronic mail message to the buyer relating to the transaction.

52. (Currently Amended) A method according to claim 51 including a further step of registering said vendors sites with respect to various classifications.

53. (Previously Presented) A method according to claim 52 wherein said various classifications comprise merchandise classifications.

54. (Previously Presented) A method according to claim 53 wherein said various classifications comprise service classifications.

55. (Previously Presented) A method according to claim 54 wherein said various classifications comprise merchandise and service classifications.

56. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

57. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes the buyer's name.

58. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

59. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

60. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for quantity.

61. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry relating to geography.

62. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery location.

63. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for delivery date.

64. (Previously Presented) A method according to claim 51 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

65. (Previously Presented) A method according to claim 51 wherein a response to a buyer request is via electronic mail (e-mail).

66. (Previously Presented) A method according to claim 51 further including a step of informing a buyer that the request has been received.

67. (Previously Presented) A method according to claim 66 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

68. (Currently Amended) A method according to claim 51 ~~further including a~~ wherein the step of providing the specific video data ~~including~~ includes providing high resolution or dynamic video to the buyer relating to the good or service, wherein the high resolution or dynamic video includes a still image or a freeze frame image.

69. (Previously Presented) A method according to claim 51 wherein at least one buyer can access the system via an on-line computer service.

70. (Previously Presented) A method according to claim 51 further including a step of providing an indication that a transaction has been consummated.

71. (Previously Presented) A method according to claim 51 wherein the buyer enters qualification data in addition to the data to identify the buyer in order to access the system.

72. (Previously Presented) A method according to claim 71 wherein the qualification data is the buyer's PIN number.

73. (Currently Amended) A method according to claim 51 wherein the vendor is located at a vendor terminal site that includes a processing capability.

74. (Currently Amended) A method according to claim ~~54~~ 73 wherein the vendor terminal site includes ~~various~~ one or more data storage facilities.

75. (Currently Amended) A method according to claim 74 wherein the ~~various~~ data storage facilities include permanent memory storage.

76. (Currently Amended) A method according to claim 75 wherein the ~~various~~ data storage facilities include a video storage.

77. (Previously Presented) A method according to claim 51 further comprising the step of:

providing the buyer with an identification number to identify the transaction.

78. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number before the transaction.

79. (Previously Presented) A method according to claim 77 wherein the buyer is provided with the identification number after the transaction.

80. (Currently Amended) A method of ~~using a traffic control system via a computer terminal for~~ communication for consummating sales transactions involving a buyer terminal and a plurality of different vendors ~~sites for consummating sales transactions~~, the method accomplished utilizing one or more multiple coordinated control systems, the method including the steps of:

establishing electronic communication from a buyer terminal to receive a buyer request expressing an area of interest via the ~~traffic control system~~ one or more control systems, the buyer request indicating a transaction ~~including relating to~~ a good or service and a specified maximum purchase price that the buyer is willing to pay for the transaction relating to a good or service, the buyer request provided during ~~an initial~~ a particular phase of the communication ~~for a particular good or service that the buyer is willing to pay~~;

establishing ~~electronic~~ communication with at least one vendor ~~terminal~~ site selected from the plurality of different vendors ~~sites~~ by the ~~traffic control system~~ one or more control systems to transmit the buyer request whereby an interested vendor site receiving the buyer request responds, ~~as to make~~ facilitate a transaction and whereby the interested vendor site selects ~~communicates stored~~ select video data that is provided under control of the one or more control systems to the buyer terminal, the select video data, including dynamic or high resolution video data and text data, where the buyer utilizes a mouse to manipulate the ~~stored~~ select video data at the buyer terminals;

making a record regarding the transaction ~~for billing purposes~~; and

providing an electronic mail message to the buyer terminal relating to the transaction.

81. (Previously Presented) A method according to claim 80 including a further step of registering said vendors ~~sites~~ with respect to various classifications.

82. (Previously Presented) A method according to claim 81 wherein said various classifications comprise merchandise classifications.

83. (Previously Presented) A method according to claim 82 wherein said various classifications comprise merchandise classifications.

84. (Previously Presented) A method according to claim 83 wherein said various classifications comprise merchandise classifications.

85. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes the buyer's electronic mail (e-mail) address.

86. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes the buyer's name.

87. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a general category of a good or service of interest to the buyer.

88. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for a specific good or service of interest to the buyer.

89. (Previously Presented) A method according to claim 80 wherein buyer's request is registered and includes an entry for quantity.

90. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry relating to geography.

91. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery location.

92. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for delivery date.

93. (Previously Presented) A method according to claim 80 wherein the buyer's request is registered and includes an entry for the buyer's telephone number.

94. (Previously Presented) A method according to claim 80 wherein a response to a buyer request is via electronic mail (e-mail).

95. (Previously Presented) A method according to claim 94 wherein the response includes an identification number to identify the transaction.

96. (Previously Presented) A method according to claim 80 further including a step of informing a buyer that the request has been received.

97. (Previously Presented) A method according to claim 96 wherein the step of informing the buyer includes indicating the number of vendors to whom the request has been transmitted.

98. (Previously Presented) A method according to claim 80 wherein the stored video data is provided with text data to the buyer relating to the good or service.

99. (Previously Presented) A method according to claim 80 wherein at least one buyer can access the system via an on-line computer service.

100. (Previously Presented) A method according to claim 80 further including a step of providing an indication that a transaction has been consummated.

101. (Previously Presented) A method according to claim 80 wherein the buyer enters qualification data to access the system.

102. (Previously Presented) A method according to claim 101 wherein the qualification data is the buyer's PIN number.

103. (Currently Amended) A method according to claim 101 wherein the vendor ~~site includes~~ is associated with a processing capability.

104. (Currently Amended) A method according to claim 101 wherein the vendor ~~site includes~~ is associated with various data storage facilities.

105. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include permanent memory storage.

106. (Previously Presented) A method according to claim 104 wherein the various data storage facilities include a video storage.

107. (Currently Amended) A method for enabling communications including video communications under control of ~~a traffic control system~~ one or more multiple coordinated control systems via a ~~public~~ communication system between at

least one user at a user terminal and at least one responding vendor ~~site~~, comprising the steps of:

establishing an interface ~~to enable the communication~~ between at least one user at the user terminal and the responding vendor, during which the user provides ~~site by receiving~~ inquiry data from the user when the user initiates a communication including identification data relating to the user and an area of interest ~~including and~~ an indication of the price that the user is willing to pay for a product or service relating to the are of interest;

receiving and storing data relating to ~~various areas~~ area of interest indicated by the user at a memory storage associated with a responding vendor ~~site~~ under control of the ~~traffic control system~~ one or more control systems;

~~selectively~~ selecting the responding vendor ~~site~~ from a plurality of vendors ~~sites~~ under control of the ~~traffic control system~~ one or more control systems, based on the area of interest expressed by the user ~~and the indication of the price that the user is willing to pay~~, and ~~selectively locating~~ selecting video and text data relating to the area of interest and providing selected video and text data via the one or more control systems to the user at the user terminal; and

providing an electronic mail message to the user terminal relating to the area of interest.

108. (Currently Amended) A method using one or more multiple coordinated central control units for ~~selectively directing~~ communications via a public

communication system from buyers to one or more vendors sites, comprising the steps of:

at least one buyer communicating ~~with~~ via the one or more central control ~~unit~~ units ~~via~~ utilizing an on-line computer service, the buyer utilizing a ~~personal computer~~ electronic device with a video capability, the buyer as part of the step of communication indicating an area of interest ~~including~~ and an indication of the price that the buyer is willing to pay for a product or service relating to the area of interest;

selectively determining under control of the one or more central ~~unit~~ units, a select vendor or vendors to which a communication from the buyer should be routed based on the area of interest;

routing the communication to a select vendor or vendors under control of the one or more central ~~unit~~ units; and
providing the buyer with text and select video data relating to the area of interest, the text and video data relating to the select vendor or vendors and provided by the select vendor or vendors under control of the central unit for display at the electronic device utilized by the buyer.

109. (Currently Amended) A ~~traffic~~ control system including one or more multiple coordinated control units for enabling communications including video communications via a public communication system between at least one user at a user terminal and at least one responding party site, comprising:

an interface for enabling a communication between at least one user at the user terminal and a select responding site party by receiving inquiry data from the user when the user initiates the communication, the inquiry data relating to the user's area of interest and including an indication of the price that the user is willing to pay for a product or service relating to the area of interest, the interface also receiving identification data provided from the user terminal;

memory storage associated with the at least one select responding ~~vendor~~ site party to receive and store data relating to ~~various areas~~ the user's area of interest;

a processor within the one or more control systems coupled to the interface, wherein the processor utilizes the area of interest indicated by the user to selectively determine and select the responding party site from a plurality of parties sites, and wherein the processor obtains select video and text data relating to the area of interest from the responding party vendor site and provides the select video and text data to the user for display at the user terminal;

wherein an electronic mail message is transmitted to the user terminal relating to the user's area of interest.

110. (Currently Amended) A system comprising one or more central control units for selectively directing communications via a public communication system from buyers to one or more vendors sites, comprising:

interface structure to facilitate communication between at least one buyer and the one or more central control units via an on-line computer service, the buyer utilizing an ~~personal computer~~ electronic device with a video capability, the buyer indicating an area of interest via the ~~personal computer~~ electronic device ~~including and~~ an indication of the price that the buyer is willing to pay for a product or service relating to the area of interest;

processing capability for ~~selectively determining~~ selecting under control of the one or more central control units, a select vendor or vendors to ~~which~~ whom a communication from the buyer should be routed based on the area of interest; and

routing the communication to a select vendor or vendors under control of the one or more central ~~unit~~ control units;

a memory associated with the vendor or vendors ~~sites~~ wherein text and video data relating to the area of interest and other data is stored; and whereby the ~~processor~~ processing capability provides the buyer with selective text and video data relating to the area of interest, the text and video data relating to the select vendor or vendors and provided under control of the one or more central ~~unit~~ units for display at the electronic device utilized by the buyer.

111. (Currently Amended) A system comprising one more multiple coordinated control units for facilitating selective commercial transactions between a plurality of buyers and a plurality of vendors of items, through a ~~telephonic~~

communication system capable of providing communication between a vendor and buyers ~~sites associated with buyers and including~~ where buyers have access to an input means and a display, the system comprising:

means for ~~causing identifying at least~~ a vendor ~~to be identified~~ for selection ~~for by [(a)] at least one buyer at a buyer site~~ when the buyer, via the input means, indicates an inquiry with an area of interest ~~including and~~ an indication of the price that the buyer is willing to pay for merchandise items relating to the area of interest;

means for effecting presentation of the merchandise items including video presentations of the merchandise items with text data on a the display for the at least one buyer's observation;

an item database associated with a the at least one vendor for storing information on identified merchandise items;

means for receiving information from the item database, including data to indicate a cost associated with a presented item;

a buyer information database for storing information relating to a the at least one buyer; and

a control means within the one or more multiple coordinated control units for:

receiving the buyer's selection of the presented merchandise item through the input means;

responding to ~~the buyer inquiries~~ inquiry, communicated through the input means, regarding a presented merchandise item by providing data from the at least one vendor obtained by accessing the item database to selectively determine and retrieve information relating to said merchandise item including select video data and to presenting said information to the buyer by means of at the buyer's display, the select video data containing at least high resolution still images or dynamic video relating to the merchandise item;

~~receiving the buyer's selection of a presented merchandise item through the input means,~~

exchanging communications between ~~vendors~~ the at least one vendor and ~~buyers~~ the buyer, during which a sale can be consummated for a the presented merchandise item to the buyer, including communication by at least one electronic mail message relating to the presented merchandise item.

2. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Stella L. Woo whose telephone number is (571) 272-7512. The examiner can normally be reached on Monday-Friday, 8:00 a.m. to 2:00 p.m.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Curtis Kuntz can be reached on (571) 272-7499. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

/Stella L. Woo/
Primary Examiner, Art Unit 2614